

ORDER



Orders	Order / Rev:	108182		
	Alt Order #:	06866919		
	Product Desc:	D.TARKANIAN FOR CONG		
	Estimate:			
	Flight Dates:	10/24/12 - 11/06/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/23/12 / 10/26/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	<u>Sandler-Innocenzi, Inc.</u>		
	Buying Contact:			
	Billing Contact:			
	705 Prince St.			
	Alexandria, VA 22314			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	<u>Tarkanian for Congress</u>		
	Demographic:	A35+		
	Product Codes:	PLC02		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
	New Business Thru:			
	Order Separation:	00:05:00		
	Advertiser External ID:			
	Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$17,275.00	\$14,683.75
10/29/12	11/06/12	66	\$44,325.00	\$37,676.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$17,275.00	\$14,683.75	0.00
November 2012	66	\$44,325.00	\$37,676.25	0.00
Totals	94	\$61,600.00	\$52,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$61,600.00
Market	100%	\$246,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$73,920.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$61,600.00
KTUD	1%	\$2,464.00
KVVU	15%	\$36,960.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$9,856.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/06/12	Wake Up Early w/ Wagner	430a-5a		MTWTF--	:30	5	\$100.00	2	0.00	NM	10	\$1,000.00

WAKE W/WAGNER

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

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Flight Dates: 10/24/12 - 11/06/12

Advertiser: Tarkanian for Congress
Product Desc: D.TARKANIAN FOR CONG
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/06/12	Wake Up Early w/ Wagners	6M	430a-5a	MTWTF---	:30	5	\$100.00	2	0.00	NM	10	\$1,000.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF---			5	\$100.00			0.00					
Week:	10/31/12	11/06/12	MTWTF---			5	\$100.00			0.00					
E 2	KSNV	10/24/12	11/06/12	M-F 5-6a WakeUp w/Wagners	6M	5-6a	MTWTF--	:30	3	\$450.00	1	0.00	NM	6	\$2,700.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			3	\$450.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			3	\$450.00			0.00					
E 3	KSNV	10/24/12	11/06/12	M-F 6-7a WakeUp w/Wagners	6M	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	8	\$5,600.00
WAKE W/WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			4	\$700.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			4	\$700.00			0.00					
E 4	KSNV	10/24/12	11/06/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	8	\$7,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			4	\$900.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			4	\$900.00			0.00					
E 5	KSNV	10/24/12	11/06/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	4	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			2	\$325.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			2	\$325.00			0.00					
E 6	KSNV	10/24/12	11/06/12	Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			2	\$425.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			2	\$425.00			0.00					
E 7	KSNV	10/24/12	11/06/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	6	\$1,950.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			3	\$325.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			3	\$325.00			0.00					
E 8	KSNV	10/24/12	11/06/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	10	\$7,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			5	\$725.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			5	\$725.00			0.00					
E 9	KSNV	10/24/12	11/06/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			3	\$1,200.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			3	\$1,200.00			0.00					
E 10	KSNV	10/24/12	11/06/12	FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	10	\$9,000.00
RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			5	\$900.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			5	\$900.00			0.00					
E 11	KSNV	10/24/12	11/06/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	4	\$4,800.00
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/24/12	10/30/12	MTWTF--			5	\$1,200.00			0.00					
Week:	10/31/12	11/06/12	MTWTF--			5	\$1,200.00			0.00					

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NEWS															
E 12	KSNV	10/27/12	11/03/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	2	\$450.00
Vegas Inc.															
E 13	KSNV	10/27/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
E 14	KSNV	10/27/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
News 3 Sunrise SATURDAY															
NEWS															
E 15	KSNV	10/27/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
Saturday Today															
SAT TODAY															
E 16	KSNV	10/27/12	11/03/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
News 3 Today - SAT															
NEWS															
E 17	KSNV	10/28/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	2	\$700.00
News 3 Sunrise SUNDAY															
NEWS															
E 18	KSNV	10/24/12	11/06/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	4	\$5,200.00
M-F Jeopardy/Wheel of Fortune															
JEOPARDY/WHEEL															
E 19	KSNV	10/28/12	11/04/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	2	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															